

## ORDER



**KSJV**

<b>Orders</b>	<b>Order / Rev:</b>	<u>104412</u>	
	Alt Order #:	<u>06832077</u>	
	Product Desc:	<u>HELLER FOR SENATE</u>	
	Estimate:		
	Flight Dates:	<u>09/05/12 - 09/11/12</u>	Primary AE:
	Original Date / Rev:	<u>08/21/12 / 08/21/12</u>	Sales Office:
	Order Type:	<u>GENERAL</u>	Sales Region:
<b>Agency</b>	<b>Name:</b>	<u>Strategic Media Services, Inc.</u>	
	Buying Contact:		
	Billing Contact:		
		<u>3299 K St. NW</u>	Billing Type:
		<u>Washington, DC 20007</u>	Billing Calendar:
			Billing Cycle:
			Agency Commission:
<b>Advertiser</b>	<b>Name:</b>	<u>Heller, Dean for U.S. Senate</u>	
	Demographic:	<u>A35+</u>	
	Product Codes:	<u>PLC01</u>	
	Priority:	<u>SELECT PRIORITY CODE</u>	
	Revenue Codes:	<u>POLITICAL/AGY, PCAN, GEN</u>	
		<u>New Business Thru:</u>	
		<u>Order Separation:</u>	<u>00:15:00</u>
		<u>Advertiser External ID:</u>	
		<u>Agency External ID:</u>	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/11/12	81	\$43,625.00	\$37,081.25	September 2012	81	\$43,625.00	\$37,081.25	0.00
					Totals	81	\$43,625.00	\$37,081.25	0.00

## Totals

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Amy McCreary Start Of Order - End Of Order 100%

## Order Share

State/County			
KSNV	29%	\$43,625.00	
Market	100%	\$150,431.03	

### Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$39,112.07
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$27,077.59
KTUD	1%	\$1,504.31
KVVU	24%	\$36,103.45
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,008.62

Order / Rev: 104412  
 Alt Order #: 06832077  
 Flight Dates: 09/05/12 - 09/11/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	09/05/12	09/07/12	M-F	5-6a	WakeUp w/Wagners	5-6a		--WTF--	:30	3	\$185.00	2	0.00	NM	3	\$555.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/03/12		09/09/12	--WTF--			3	\$185.00	0.00									
2	KSNV	09/10/12	09/11/12	M-F	5-6a	WakeUp w/Wagners	5-6a		MT-----	:30	2	\$185.00	2	0.00	NM	2	\$370.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/10/12		09/16/12	MT-----			2	\$185.00	0.00									
3	KSNV	09/10/12	09/11/12	M-F	6-7a	WakeUp w/Wagners	6-7a		MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/10/12		09/16/12	MT-----			2	\$450.00	0.00									
4	KSNV	09/05/12	09/07/12	M-F	6-7a	WakeUp w/Wagners	6-7a		--WTF--	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/03/12		09/09/12	--WTF--			3	\$450.00	0.00									
5	KSNV	09/05/12	09/07/12	Today Show		CM	658a-9am		--WTF--	:30	3	\$550.00	2	0.00	NM	3	\$1,650.00
TODAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/03/12		09/09/12	--WTF--			3	\$550.00	0.00									
6	KSNV	09/10/12	09/11/12	Today Show		CM	658a-9am		MT-----	:30	2	\$550.00	2	0.00	NM	2	\$1,100.00
TODAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/10/12		09/16/12	MT-----			2	\$550.00	0.00									
7	KSNV	09/11/12	09/11/12	M-F	Today Show II	3rd HCM	9-10a		-T-----	:30	1	\$200.00	2	0.00	NM	1	\$200.00
TODAY II																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/10/12		09/16/12	-T-----			1	\$200.00	0.00									
8	KSNV	09/05/12	09/07/12	M-F	Today Show II	3rd HCM	9-10a		--W-F--	:30	2	\$200.00	2	0.00	NM	2	\$400.00
TODAY II																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/03/12		09/09/12	--W-F--			2	\$200.00	0.00									
9	KSNV	09/05/12	09/07/12	M-F	Today Show III	4th HCM	10am-11am		--WTF--	:30	3	\$200.00	2	0.00	NM	3	\$600.00
TODAY III																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/03/12		09/09/12	--WTF--			3	\$200.00	0.00									
10	KSNV	09/10/12	09/11/12	M-F	Today Show III	4th HCM	10am-11am		MT-----	:30	2	\$200.00	2	0.00	NM	2	\$400.00
TODAY III																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/10/12		09/16/12	MT-----			2	\$200.00	0.00									
11	KSNV	09/10/12	09/11/12	Noon News		CM	12-1230pm		MT-----	:30	2	\$275.00	2	0.00	NM	2	\$550.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/10/12		09/16/12	MT-----			2	\$275.00	0.00									
12	KSNV	09/05/12	09/07/12	Noon News		CM	12-1230pm		--WTF--	:30	3	\$275.00	2	0.00	NM	3	\$825.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/03/12		09/09/12	--WTF--			3	\$275.00	0.00									
13	KSNV	09/05/12	09/07/12	Noon News		CM	3-4p		--WTF--	:30	3	\$300.00	2	0.00	NM	3	\$900.00

Order / Rev: 104412  
 Alt Order #: 06832077  
 Flight Dates: 09/05/12 - 09/11/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Dr. Phil											
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-- WTF --		3				\$300.00		0.00			
14	KSNV	09/10/12	09/11/12	Dr. Phil	CM	3-4p		:30	2	\$300.00	2	0.00	NM	2	\$600.00
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	MT-----		2				\$300.00		0.00			
15	KSNV	09/10/12	09/11/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm		:30	2	\$350.00	2	0.00	NM	2	\$700.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	MT-----		2				\$350.00		0.00			
16	KSNV	09/05/12	09/07/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm		:30	3	\$350.00	2	0.00	NM	3	\$1,050.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-- WTF --		3				\$350.00		0.00			
17	KSNV	09/05/12	09/07/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm		:30	3	\$450.00	2	0.00	NM	2	\$900.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-- TF --		2				\$450.00		0.00			
18	KSNV	09/10/12	09/11/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm		:30	2	\$450.00	2	0.00	NM	2	\$900.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	MT-----		2				\$450.00		0.00			
19	KSNV	09/10/12	09/11/12	M-F Early News	CM	5-630p		:30	4	\$725.00	2	0.00	NM	4	\$2,900.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	MT-----		4				\$725.00		0.00			
20	KSNV	09/05/12	09/07/12	M-F Early News	CM	5-630p		:30	6	\$725.00	2	0.00	NM	4	\$2,900.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-- TF --		4				\$725.00		0.00			
21	KSNV	09/10/12	09/11/12	M-F Jeopardy	CM	630-7pm		:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
				M-F Jeopardy											
				JEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	MT-----		2				\$725.00		0.00			
22	KSNV	09/05/12	09/07/12	M-F Jeopardy	CM	630-7pm		:30	3	\$725.00	2	0.00	NM	2	\$1,450.00
				M-F Jeopardy											
				JEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-- TF --		2				\$725.00		0.00			
23	KSNV	09/05/12	09/07/12	M-F Wheel	CM	7-730pm		:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
				M-F Wheel of Fortune											
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-- TF --		2				\$725.00		0.00			
24	KSNV	09/10/12	09/11/12	M-F Wheel	CM	7-730pm		:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
				M-F Wheel of Fortune											
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	MT-----		2				\$725.00		0.00			
25	KSNV	09/10/12	09/11/12		CM	730-758pm		:30	2	\$400.00	2	0.00	NM	2	\$800.00

Order / Rev: 104412  
Alt Order #: 06832077  
Flight Dates: 09/05/12 - 09/11/12

Advertiser: Heller, Dean for U.S. Senate  
Product Desc: HELLER FOR SENATE  
Estimate:

KSJV

Order / Rev: 104412  
 Alt Order #: 06832077  
 Flight Dates: 09/05/12 - 09/11/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N37	KSNV	09/09/12	09/09/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm (8:30 PM-9:30 PM)	-----S	:30	1	\$900.00	2	0.00	NM	1	\$900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> <u>Week:</u> 09/03/12   09/09/12   -----S   1   \$900.00   0.00															
N38	KSNV	09/05/12	09/07/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	--WTF--	:30	3	\$200.00	2	0.00	NM	3	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> <u>Week:</u> 09/03/12   09/09/12   --WTF--   3   \$200.00   0.00															
N39	KSNV	09/10/12	09/10/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	M-----	:30	2	\$200.00	2	0.00	NM	2	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> <u>Week:</u> 09/10/12   09/16/12   M-----   2   \$200.00   0.00															
N40	KSNV	09/08/12	09/08/12	Weekend Jeopardy/Whe@M WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$350.00	2	0.00	NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> <u>Week:</u> 09/03/12   09/09/12   -----S-   1   \$350.00   0.00															
Totals													81   \$43,625.00		